

CURRICULUM VITAE  
Nora Cate Schaeffer

CONTACT INFORMATION

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EDUCATION

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A.B. Anthropology, 1971, Washington University  
M.A. Urban Studies, 1974, University of Chicago  
Ph.D Sociology, 1984, University of Chicago  
Special Field Examinations: Deviance, Survey Research Methods

POSITIONS HELD

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1972-1974 Field Staff. National Opinion Research Center; Chicago, IL  
1975-1976 Research Assistant. Center for Policy Research; New York, NY  
1976-1978 Research Assistant. National Opinion Research Center; Chicago, IL  
1978-1983 Assistant Study Director or Assistant Survey Director. National Opinion Research Center; Chicago, IL  
1982-1984 Consultant or Documentation Specialist. SPSS, Inc.; Chicago, IL  
1984-1990 Assistant Professor, Department of Sociology, University of Wisconsin-Madison (August 1984 through August 1990)  
1990-1994 Associate Professor, Department of Sociology, University of Wisconsin-Madison (August 1990 through August 1994)  
1990-present Visiting Instructor, Summer Institute, Survey Research Center, Institute for Social Research, Ann Arbor, Michigan (summers 1990-1992, 1994-1995, 2000-2010)  
1992-1993 Research Social Science Analyst. Center for Survey Methods Research, Bureau of the Census, Interagency Personnel Agreement (August 1992 through August 1993)  
1994-present Professor, Department of Sociology, University of Wisconsin-Madison (beginning August 1994).  
1997 Affiliated as Program Faculty with Graduate Program in Population Health in the Department of Preventive Medicine, Medical School  
1997-2001 Associate Chair, Department of Sociology, University of Wisconsin, Madison (August 1997 through June 2001)  
2003-2020 Faculty Director of University of Wisconsin Survey Center (began September 2003)  
2011-present Affiliated Faculty with Population Health Sciences in the School of Medicine and Public Health (renewed July 2013 through 2016)  
2012-present Affiliate Professor in the School of Pharmacy with the sponsorship of Social and Administrative Sciences Division of the School (1 January 2012 – 30 June 2017, renewable annually)  
2019-2020 Interim Associate Vice Chancellor for Research, Social Sciences Division (June 2019-August 2020)  
2020- present Sewell Bascom Professor of Sociology, Emerita (beginning 4 August 2020)

HONORS AND AWARDS

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2018-2021 Elected President of the American Association for Public Opinion Research (AAPOR) (In succession President-Elect, President, Past President)  
2015-2016 Sabbatical  
2015 Named as Fellow of the Midwest Association for Public Opinion Research (MAPOR)  
2011 Winner of Research Triangle Institute's 2012 Research Challenge, with a proposal to study the "Measurement of Self-Reported Health," submitted by Dana Garbarski (UW Sociology graduate

	student), Nora Cate Schaeffer (UWSC Faculty Director), and Jennifer Dykema (UWSC Survey Methodologist).
2010	Elected Fellow of the American Statistical Association
2008-2009	Sabbatical
2008	Sewell Bascom Professor of Sociology (beginning July 2008)
2002	Departmental Award for Excellence in Teaching
2001-2002	Sabbatical
2000-2002	Vilas Associate
1991-1994	Ameritech Fellow
1982	Stouffer-Star Fund Award, University of Chicago
1984	Dissertation awarded outstanding rank by Department of Sociology, University of Chicago
1979	Honors awarded by examining committee in Deviance, Arthur L. Stinchcombe, Chair
1977-1980	National Institute of Mental Health Training Fellow, University of Chicago
1977	Burgess Fund Fellowship, University of Chicago
1966-1970	Rosalie Tilles Nonsectarian Charity Fund Scholarship

#### MASTER'S THESIS

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"Islam and the City: A Research Ideology Reassessed," Paul Wheatley, Department of Geography, Advisor

#### DOCTORAL DISSERTATION

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"Distress in Major Adult Roles and Depression among White Men and Women," Edward O. Laumann, Chair

#### RESEARCH ARTICLES AND CHAPTERS PUBLISHED OR IN PRESS

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Neman, Tiffany S., Jennifer Dykema, Dana Garbarski, Cameron Jones, Nora Cate Schaeffer, Dorothy Farrar-Edwards. 2022. "Survey Monetary Incentives: Digital Payments as an Alternative to Direct Mail," *Survey Practice*, 1(6).

Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema. 2022. Examining Interviewers' Ratings of Respondents' Health: Does Location in the Survey Matter for Interviewers' Evaluations of Respondents?" *Journal of Survey Statistics and Methodology*, Volume 10, Issue 2, April 2022, Pages 276–298, <https://doi.org/10.1093/jssam/smab025>

Dykema, Jennifer, Nora Cate Schaeffer, Dana Garbarski, Nadia Assad and Steven Blixt. 2021. "Towards a Reconsideration of the Use of Agree-Disagree Questions in Measuring Subjective Evaluations." *Research in Social and Administrative Pharmacy*. doi: <https://doi.org/10.1016/j.sapharm.2021.06.014>.

Schaeffer, Nora Cate. 2020. "Far from Ordinary Questions: Task Difficulty, Motivation, and Measurement Practice." (2020 Presidential Address, American Association for Public Opinion Research). *Public Opinion Quarterly*. doi: [10.1093/poq/nfaa032](https://doi.org/10.1093/poq/nfaa032). (Presented version: <https://www.aapor.org/About-Us/History/Presidential-Addresses/2020-Presidential-Address.aspx> .)

Schaeffer, Nora Cate. 2020. Interaction before and during the survey interview: Insights from conversation analysis." *International Journal of Social Research Methodology*. PMC8570387. <https://doi.org/10.1080/13645579.2020.1824626>

Schaeffer, Nora Cate and Jennifer Dykema. 2020. "Advances in the Science of Asking Questions." *Annual Review of Sociology*. 46:37-60. <https://www.annualreviews.org/doi/abs/10.1146/annurev-soc-121919-054544>. (or <http://www.annualreviews.org/eprint/NYXQK3SSPS9EWKEJG6RN/full/10.1146/annurev-soc-121919-054544>).

Schaeffer, Nora Cate, Jennifer Dykema, Steve M. Coombs, Rob K. Schultz, Lisa Holland and Margaret Hudson. 2020. "General Interviewer Training: Developing Evidence-Based Practices for Standardized Interviewing." Pp. 33-46 in *Interviewer Effects from a Total Survey Error Perspective*, edited by K. Olson, J. D. Smyth, J. Dykema, A. L. Holbrook, F. Kreuter and B. T. West. Boca Raton, FL: CRC Press.

Dykema, Jennifer, Nora Cate Schaeffer, Dana Garbarski, and Michael Hout. 2020. "The Role of Question Characteristics in Designing and Evaluating Survey Questions." *Advances in Questionnaire Design, Development, Evaluation, and Testing*, edited by P. Beatty, D. Collins, L. Kaye, J. Padilla, G. Willis, and A. Wilmot. Wiley: Hoboken, NJ

- Lor, Maichou, Nora Cate Schaeffer, Roger Brown, and Barbara Bowers. 2020. "Completing Self-administered Questionnaires: Hmong Older Adults and Their Family Helpers," *Field Methods*, 32(3):253-273. <https://doi.org/10.1177/1525822X19893666>.
- Min, Bo Hee, Nora Cate Schaeffer, Dana Garbarski and Jennifer Dykema. 2020. "The Action Structure of Recruitment Calls and Its Analytic Implications: The Case of Disfluencies." *Journal of Official Statistics*, 36(3): 529-559. <https://doi.org/10.2478/jos-2020-0028>.
- Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, Isabel Anadon, and Dorothy F. Edwards. 2020. "Correlates of Differences in Interactional Patterns among Black and White Respondents." Pp. 277-304 in *Understanding Survey Methodology*. *Frontiers in Sociology and Social Research*, vol 4, edited by P.S. Brenner. Springer, Cham. [https://doi.org/10.1007/978-3-030-47256-6\\_12](https://doi.org/10.1007/978-3-030-47256-6_12)
- Garbarski, Dana, Jennifer Dykema, Nora Cate Schaeffer, and Dorothy Farrar Edwards. 2020. "Response Times as an Indicator of Data Quality: Associations with Interviewer, Respondents, and Question Characteristics in a Health Survey of Diverse Respondents." Pp. 253-266 in *Interviewer Effects from a Total Survey Error Perspective*, edited by K. Olson, J. D. Smyth, J. Dykema, A. L. Holbrook, F. Kreuter, and B. T. West. Boca Raton, FL: CRC Press. <https://www.taylorfrancis.com/books/9781003020219/chapters/10.1201/9781003020219-24>.
- Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema. 2019. "Interviewers' Ratings of Respondents' Health: Predictors and Association with Mortality," *Journal of Gerontology: Social Science*, 74, 7 (October): 1213-1221. <https://doi.org/10.1093/geronb/gbx146>.
- Garbarski, Dana, Nora Cate Schaeffer and Jennifer Dykema. 2019. The Effects of Features of Survey Measurement on Self-Rated Health: Response Option Order and Scale Orientation. *Applied Research in Quality of Life*, 14(2), 545-560. doi:10.1007/s11482-018-9628-x.
- Schaeffer, Nora Cate, Bo Hee Min, Thomas Purnell, Dana Garbarski, and Jennifer Dykema. "Greeting and Response: Predicting Participation from the Call Opening." 2018. *Journal of Survey Statistics and Methodology*, 6,1: 122-148. DOI: 10.1093/jssam/smx014, PMID: 31032373, NIHMSID: NIHMS1021530, PMID: 31032373
- Herd, Pamela, Nora Cate Schaeffer, Kerryann DiLoreto, Karen Jacques, John Stevenson, Federico Rey and Carol Roan. 2017. "The Influence of Social Conditions across the Life Course on the Human Gut Microbiota: A Pilot Project with the Wisconsin Longitudinal Study." *The Journals of Gerontology: Series B* 73(1):124-33. doi: 10.1093/geronb/gbx029.
- Garbarski, Dana, Nora Cate Schaeffer and Jennifer Dykema. 2016. "Interviewing Practices, Conversational Practices, and Rapport: Responsiveness and Engagement in the Standardized Survey Interview," in *Sociological Methodology 2016*, edited by Duane F. Alwin, pp. 1-38, Sage. DOI: 10.1177/0081175016637890. PubMed PMID: 27867231. PubMed Central PMID: PMC5110268.
- Garbarski, Dana, Nora Cate Schaeffer and Jennifer Dykema. 2016. "The Effect of Response Option Order on Self-Rated Health: A Replication Study." *Quality of Life Research* 25(8):2117-21. doi: 10.1007/s11136-016-1249-y. PMID: 27867231. PubMed Central PMID: PMC4947034.
- Dykema, Jennifer, Nora Cate Schaeffer, Dana Garbarski, Erik V. Nordheim, Mark Banghart, and Kristen Cyffka. 2016. "The Impact of Parenthetical Phrases on Interviewers' and Respondents' Processing of Survey Questions." *Survey Practice* 9. (<http://www.surveypractice.org/index.php/SurveyPractice/article/view/348> )
- Dykema, Jennifer, Nora Cate Schaeffer, and Dana Garbarski. 2016. "Introduction to Special Issue of Survey Practice on Interviewer-Respondent Interaction." *Survey Practice*, Volume 9, Number 2. (<http://surveypractice.org/index.php/SurveyPractice/article/view/349> )
- Schaeffer, Nora Cate, and Jennifer Dykema. 2015. "Surveys: Question Wording and Response Categories (44064)." *International Encyclopedia of Social and Behavioral Sciences*, 2<sup>nd</sup> Edition, edited by James D. Wright. Oxford, England: Elsevier.
- Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema. 2015. Published online: 21 November 2014. "The Effects of Response Option Order and Question Order on Self-Rated Health." *Quality of Life Research*. 24(6, June):1443-53. DOI 10.1007/s11136-014-0861-y. Available at: <https://rdocu.be/6qaT>. PMID: PMC4440847

- Schaeffer, Nora Cate, Dana Garbarski, Jeremy Freese, and Douglas W. Maynard. 2013. "An Interactional Model of the Call for Survey Participation: Actions and Reactions in the Survey Recruitment Call." *Public Opinion Quarterly* 77(1): 323-351. <https://doi.org/10.1093/poq/nft006>. PMID: PMC4072894
- Dykema, Jennifer, Jessica Price, Kerryann DiLoreto, Eric White, and Nora Cate Schaeffer. 2012. "ACASI Gender-of-Interviewer Voice Effects on Reports to Questions about Sensitive Behaviors among Young Adults." *Public Opinion Quarterly* 76(2): 311-325. <https://doi.org/10.1093/poq/nfs021>. PMID: PMC4079084
- Maynard, Douglas W., Nora Cate Schaeffer, and Jeremy F. Freese. 2011. "Improving Response Rates in Telephone Surveys." Pp. 54-74 in *Applied Conversation Analysis: Intervention and Change in Institutional Talk*, edited by Charles Antaki. Houndsmills, Basingstoke, Hampshire: Palgrave Macmillan.
- Schaeffer, Nora Cate and Jennifer Dykema. 2011. "Coding the Behavior of Interviewers and Respondents to Evaluate Survey Questions: A Response." Pp. 23-39 in *Question Evaluation Methods: Contributing to the Science of Data Quality*, edited by Jennifer Madans, Kristen Miller, Aaron Maitland, and Gordon Willis. New York: Wiley and Sons.
- Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema. 2011. "Are Interactional Behaviors Exhibited When the Self-Reported Health Question Is Asked Associated with Health Status?" *Social Science Research*, 40 (4, April): 1025-1036. PMID: PMC3173777
- Schaeffer, Nora Cate and Jennifer Dykema. 2011. "Questions for Surveys: Current Trends and Future Directions." *Public Opinion Quarterly* 75, 5: 909-961. <https://doi.org/10.1093/poq/nfr048>. PMID: PMC4071995
- Maynard, Douglas W., Jeremy F. Freese, and Nora Cate Schaeffer. 2010. "Calling for Participation: Requests, Blocking Moves, and Rational (Inter)action in Survey Introductions." *American Sociological Review*, 75(5), 719-814. PMID: PMC3116201
- Schaeffer, Nora Cate, Jennifer Dykema, and Douglas W. Maynard. 2010. "Interviewers and Interviewing," pp. 437-470 in *Handbook of Survey Research, Second Edition*, edited by Peter V. Marsden and James D. Wright. Emerald Publishing Group.
- Schaeffer, Nora Cate and Douglas W. Maynard. 2008. "The Contemporary Standardized Survey Interview for Social Research." Pp. 31-57 in *Envisioning the Survey Interview of the Future*, edited by Frederick G. Conrad and Michael J. Schober. Hoboken, NJ: Wiley.
- E. Cabell Hankinson Gathman, Douglas W. Maynard, and Nora Cate Schaeffer. 2008. "The Respondents Are All Above Average: Compliment Sequences in a Survey Interview." *Research on Language and Social Interaction*. 41 (3), 271-301.
- Jennifer Dykema, Danna Basson, Nora Cate Schaeffer. 2007. "Face-to-face Surveys." Pp. 240-248 in *Handbook of Public Opinion Research*, edited by Wolfgang Donsbach and Michael Traugott. London: Sage Publications Ltd.
- Maynard, Douglas W, and Nora Cate Schaeffer. 2006. "Standardization in Interaction: The Survey Interview." Pp. 9-27 in *Talking Research*, edited by Paul Drew, Geoff Raymond, and Darin Weinberg. London: Sage.
- Heberlein, Thomas A. Matthew A. Wilson, Richard C. Bishop and Nora Cate Schaeffer. 2005. "Rethinking the Scope Test as a Criterion for Validity in Contingent Valuation." *The Journal of Environmental Economics and Management*, 50(1):1-22 (July). [Recognized by the journal as one of the top 20 most often cited papers, 2005-2009.]
- Schaeffer, Nora Cate and Jennifer Dykema. 2004. "A Multiple-Method Approach to Improving the Clarity of Closely Related Concepts: Distinguishing Legal and Physical Custody of Children." Pp. 475-502 in *Methods for Testing and Evaluating Survey Questionnaires*, edited by Stanley Presser, Jennifer M. Rothgeb, Mick P. Couper, Judith T. Lessler, Elizabeth Martin, Jean Martin, and Eleanor Singer. New York: Wiley.
- Lin, I-Fen, Nora Cate Schaeffer, and Judith A. Seltzer. 2004. Divorced Parents' Qualitative and Quantitative Reports of Children's Living Arrangements." *Journal of Marriage and the Family* 66:385-397, <https://doi.org/10.1111/j.1741-3737.2004.00027.x>.
- Schaeffer, Nora Cate and Stanley Presser. 2003. "The Science of Asking Questions." *Annual Review of Sociology*, 29: 65-88. <https://www.annualreviews.org/doi/abs/10.1146/annurev.soc.29.110702.110112>

Reprinted in *Quantitative Social Science, Volume 1*, edited by Jacqueline Scott and Yu Xie. London: Sage Publications, 2005.

Schaeffer, Nora Cate, and Douglas W. Maynard. 2002. "Standardization and Interaction in the Survey Interview." Pp. 577-602 in James Holstein and Jaber Gubrium, editors, *Handbook of Interviewing*. Thousand Oaks, CA: Sage.

Schaeffer, Nora Cate and Douglas W. Maynard. 2002. "Occasions for Intervention: Interactional Resources for Comprehension in Standardized Survey Interviews." In *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Nora Cate Schaeffer, and Johannes van der Zouwen. New York: Wiley.

Maynard, Douglas W. and Nora Cate Schaeffer. 2002. "Closing the Gate: Routes to Call Termination When Recipients Decline a Telephone Survey Interview." In *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Nora Cate Schaeffer, and Johannes van der Zouwen. New York: Wiley.

———. 2002. "Standardization and Its Discontents: Standardization, Interaction, and the Survey Interview." In *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*, edited by Douglas W. Maynard, Hanneke Houtkoop-Steenstra, Nora Cate Schaeffer, and Johannes van der Zouwen. New York: Wiley.

Schaeffer, Nora Cate. 2000. "Asking Questions about Sensitive Topics: A Selective Overview." Pp. 105-122 in Arthur A. Stone, Jaylan S. Turkkan, Christine A. Bachrach, Jared B. Jobe, Howard S. Kurtzman, and Virginia S. Cain, eds. *The Science of Self-Report: Implications for Research and Practice*. Mahwah, N.J.: Lawrence Erlbaum Associates.

Maynard, Douglas W., and Nora Cate Schaeffer. 2000. "Toward a Sociology of Social Scientific Knowledge: Survey Research and Ethnomethodology's Asymmetric Alternates." *Social Studies of Science* 30, 2:265-312.

Also (translated into French by Albert Ogien) as: "La Pratique Des Sondages Vue Par L'Ethnomethodologie." 2001. Pp. 175-206 in M. de Fornel, A. Ogien, et Louise Quéré (eds.) *L'ethnométhodologie: Une Sociologie Radicale*. Paris: Éditions La Découverte.

Reprinted in Nigel Fielding, editor. 2008. *Interviewing II*. Pp. 323-370. London: Sage.

Dykema, Jennifer and Nora Cate Schaeffer. 2000. "Events, Instruments, and Reporting Errors." *American Sociological Review* 65(4):619-29. DOI: 10.2307/2657386.

Lin, I-Fen, Nora Cate Schaeffer, and Judith A. Seltzer. 1999. "Causes and Effects of Nonparticipation in a Child Support Survey." *Journal of Official Statistics* 15, 2:143-166.

Maynard, Douglas W. and Nora Cate Schaeffer. 1997. "Keeping the Gate: Declinations of the Request to participate in a Telephone Survey Interview." *Sociological Methods and Research*, 26, 1:34-79. (Revision of CDE Working Paper 93-24.)

Singer, Eleanor, Nora Cate Schaeffer, and Trivellore Raghunathan. 1997. "Public Attitudes toward Data Sharing by Federal Agencies." *International Journal of Public Opinion Research* 9, 3:277-285.

Schaeffer, Nora Cate and Douglas W. Maynard. 1996. "From Paradigm to Prototype and Back Again: Interactive Aspects of 'Cognitive Processing' in Survey Interviews." Pp. 65-88 in *Answering Questions: Methodology for Determining Cognitive and Communicative Processes in Survey Research*, edited by Norbert Schwarz and Seymour Sudman. San Francisco: Jossey-Bass. (Revised version of CDE Working Paper 94-17.)

Updated and reprinted in: Schaeffer, Nora Cate and Douglas W. Maynard. 2005. "From Paradigm to Prototype and Back Again: Interactive Aspects of 'Cognitive Processing' in Standardized Survey Interviews." Pp. 144-33 in *Conversation and Cognition* edited by Hedwig te Molder and Jonathan Potter. Cambridge, England: Cambridge University Press. Volume won the Ethnomethodology/Conversation Analysis Section Distinguished Book Award from the American Sociological Association, 2007.

Lin, I-Fen, and Nora Cate Schaeffer. 1995. "Using Survey Participants to Estimate the Impact of Nonparticipation." *Public Opinion Quarterly* 59, 2: 236-258. <https://doi.org/10.1086/269471>. (Revised version of IRP Working Paper 1024-93.)

Schaeffer, Nora Cate. 1995. "A Decade of Questions." *Journal of Official Statistics*. 11, 1:79-92.

Schaeffer, Nora Cate. 1994. "Errors of Experience: Response Errors in Reports about Child Support and Their Implications for Questionnaire Design." Pp. 142-160 in *Autobiographical Memory and the Validity of Retrospective Reports*, edited by Norbert Schwarz and Seymour Sudman. New York: Springer-Verlag.

Schaeffer, Nora Cate, and Elizabeth Thomson. 1992. "The Discovery of Grounded Uncertainty: Developing Standardized Questions about Strength of Fertility Motivation." Pp. 37-82 in *Sociological Methodology 1992*, edited by Peter Marsden. Washington, D.C.: American Sociological Association. DOI: 10.2307/270992. (Revised version of CDE Working Paper 89-19.)

Schaeffer, Nora Cate, Judith A. Seltzer, and Marieka Klawitter. 1991. "Estimating Nonresponse and Response Bias: Resident and Nonresident Parents' Reports about Child Support." *Sociological Methods and Research* 20, 1:30-59. (Revised version of CDE Working Paper 89-12.)

Schaeffer, Nora Cate. 1991. "Hardly Ever or Constantly? Group Comparisons and Vague Quantifiers." *Public Opinion Quarterly*, 55, 3:395-423. <https://doi.org/10.1086/269270>.  
Reprinted in Nigel Fielding, editor. 2008. *Interviewing II*. Pp. 395-423. London: Sage.

Schaeffer, Nora Cate. 1991. "Conversation with a Purpose or Conversation? Interaction in the Standardized Interview." Pp. 367-391 in *Measurement Errors in Surveys*, edited by Paul P. Biemer, Robert M. Groves, Lars E. Lyberg, Nancy A. Mathiowetz, and Seymour Sudman. New York: Wiley.

Schaeffer, Nora Cate, and Hong-Wen Charng. 1991. "Two Experiments in Simplifying Response Categories: Intensity and Frequency Categories." *Sociological Perspectives* 34, 2:165-182. (Revised version of CDE Working Paper 89-20.)

Schaeffer, Nora Cate. 1990. "Principles of Justice in Judgments about Child Support." *Social Forces*, 69, 1: 157-179.

Schaeffer, Nora Cate, and Norman Bradburn. 1989. "Respondent Behavior in Magnitude Estimation." *Journal of the American Statistical Association*, 84,406:402-413.

Schaeffer, Nora Cate. 1989. "The Frequency and Intensity of Parental Conflict: Choosing Response Dimensions." *Journal of Marriage and the Family*, 51, 3:759-766.

Seltzer, Judith A., Nora Cate Schaeffer, and Hong-Wen Charng. 1989. "Family Ties After Divorce: The Relationship Between Visiting and Paying Child Support." *Journal of Marriage and the Family*, 51:1013-1032.

Schaeffer, Nora Cate. 1988. "An Application of Item Response Theory to the Measurement of Depression." Pp. 271-307 in *Sociological Methodology 1988*, edited by Clifford Clogg. Washington, D.C.: American Sociological Association.

Corbett, Tom, Irwin Garfinkel, and Nora Cate Schaeffer. 1988. "Public Opinion about a Child Support Assurance System." *Social Service Review*, 62,4: 632-648. Reprinted in *Child Support Assurance: Design Issues, Expected Impacts, and Political Barriers as Seen from Wisconsin*, 1992, edited by Irwin Garfinkel, Sara S. McLanahan, and Philip K. Robins, pp. 339-355. Washington, D.C.: Urban Institute Press.

Schaeffer, Nora Cate. 1982. "A General Social Survey Experiment in Generic Words." *Public Opinion Quarterly*, 46:572-581.

Minor, Michael, Norman Bradburn, and Nora Cate Schaeffer. 1980. "The Structure of Life Satisfaction, A Comparative Analysis Across Social Groups." Pp. 129-143 in *The Quality of Life: Comparative Studies*, edited by A. Szalai and F. Andrews. London: Sage.

Schaeffer, Nora Cate. 1980. "Evaluating Race-of-Interviewer Effects in a National Survey." *Sociological Methods and Research*, 8 (May):400-419.  
Reprinted in Nigel Fielding, editor. 2008. *Interviewing II*. Pp. 400-419. London: Sage.

## EDITED VOLUMES

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## SPECIAL ISSUES

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Dykema, Jennifer, Nora Cate Schaeffer, and Dana Garbarski. 2016. Special Issue of Survey Practice on Interviewer-Respondent Interaction. *Survey Practice*, Volume 9, Number 2.  
(<http://surveypractice.org/index.php/SurveyPractice/issue/view/70> )

Schaeffer, Nora Cate and Jennifer Dykema, editors. 2013. "Special Issue: Topics in Survey Measurement and Public Opinion." *Public Opinion Quarterly* 77, S1.

## BOOK REVIEWS

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Schaeffer, Nora Cate. 1993. Review of *Context Effects in Social and Psychological Research*, edited by Norbert Schwarz and Seymour Sudman. *Public Opinion Quarterly* 57, 2 (Summer, 1993): 280-283.

Schaeffer, Nora Cate. 1986. Review of *Language, the Sexes and Society* by Philip N. Smith. *Contemporary Sociology* 15 (July 1986): 579-581.

## WRITING IN PROGRESS

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Schaeffer, Nora Cate, Jennifer Dykema, Dana Garbarski, Minne Chen, and Mike Hout. Impact of question characteristics on reliability of individual items.

King, Mike D. and Nora Cate Schaeffer. "Alternative Methods of Presenting Bi-Polar Scales in Telephone Interviews: 1 to 7 vs -3 to +3 and Neutral vs Ambivalent."

Dykema, Jennifer and Nora Cate Schaeffer. "Open and Closed Questions about the Frequency of Events: Replication, Extension, Paradox." (CDE Working Paper 94-18.)

Schaeffer, Nora Cate, and Lina Guzman. (Analysis in progress). "Seven Days or a Week? How Respondents Interpret Reference Periods and What Difference It Makes."

## WORKING PAPERS

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Schaeffer, Nora Cate, Bo Hee Min, Thomas, Dana Garbarski, and Jennifer Dykema. "Greeting and Response: Predicting Participation from the Call Opening." 2017. CDE Working Paper 2017-02.

Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, and Douglas Maynard. 2007. "Code Manual for Codifying Interviewer-Respondent Interaction in Surveys of Older Adults." University of Wisconsin - Madison.  
[https://dxs0oxbu2lwrr.cloudfront.net/wpcontent/uploads/sites/18/2018/09/CodeManual\\_Master\\_V69\\_PostProduction.pdf](https://dxs0oxbu2lwrr.cloudfront.net/wpcontent/uploads/sites/18/2018/09/CodeManual_Master_V69_PostProduction.pdf)

Dykema, Jennifer, and Nora Cate Schaeffer. 2004. "Response Errors in Child Support and Paternity Questions Procedures and Codes for Studying Interaction between the Interviewer and Respondent." CDE Working Paper 04-02, 2004.  
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Dykema, Jennifer, and Nora Cate Schaeffer. 1999. "Development of a Personal Event Schema." CDE Working Paper 99-27.  
<https://cde.wisc.edu/wp-content/uploads/sites/839/2019/01/cde-working-paper-1999-27.pdf>

Schaeffer, Nora Cate, Judith Seltzer, and Jennifer Dykema. 1997. "Methodological Issues in Studying Nonresident Fathers: A Selective Review [Monograph]." Philadelphia: National Center on Fathers and Families, University of Pennsylvania.  
<https://eric.ed.gov/?id=ED456162>.

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Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, Nadia Assad, Cameron P. Jones and Tiffany Neman. 2021. "How Much Do They Agree? Examining Variation in Agree-Disagree and Item-Specific Questions Based on Data Quality Indicators and Question Characteristics." Paper presented at the annual meeting virtual conference of the American Association for Public Opinion Research.

Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, Tiffany S. Neman, Cameron P. Jones and Dorothy F. Edwards. 2021. "Using Results from Interviewer-Respondent Interaction to Improve the Design and Administration of Questions About Chronic Conditions." Paper presented at the annual meeting virtual conference of the European Survey Research Association (<https://www.youtube.com/watch?v=zMO4NOJZhGQ>).

Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, Tiffany Neman, and Dorothy Farrar Edwards. 2020. "Parenthetical Phrases and Respondent Motivation, Interview Efficiency, and Interviewer Variation." Paper presented at the annual meeting virtual conference of the American Association for Public Opinion Research.

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Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, Isabel Anadon and Dorothy Farrar Edwards. 2019. "Correlates of Differences in Interactional Patterns among Black and White Respondents." Paper presented at the annual meeting of the American Association for Public Opinion Research, Montreal, Canada. (Earlier version presented at the Midwest Association for Public Opinion Research, November 2018, Chicago, IL).

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Anadon, Isabel, Jennifer Dykema, Dana Garbarski, Nora Cate Schaeffer, Ian Wall, and Dorothy Farrar Edwards. 2017. "Using Interviewer-Respondent Interaction to Study Measurement Equivalence in a Scale Assessing Trust in a Multiethnic Population." Annual meetings of the Population Association of America, Chicago, IL.

- Garbarski, Dana, Nora Cate Schaeffer, Jennifer Dykema. 2017. "Interviewers' Ratings of Respondents' Health: Correlates and Association with Subsequent Mortality." Annual meetings of the Population Association of America, Chicago, IL.
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- Thomson, Elizabeth, Nora Cate Schaeffer, and Yvonne Brandreth. 1991. "Gender and Fertility Motivation." Paper presented at the annual meeting of the Population Association of America.
- Schaeffer, Nora Cate. 1991. "Errors of Experience: Response Errors in Reports about Child Support." Paper presented at the annual meeting of the American Association for Public Opinion Research, Phoenix, Arizona.
- Schaeffer, Nora Cate, and I-Fen Lin. 1990. "Using Respondents to Estimate Nonresponse Bias." Paper presented at the annual meeting of the American Association for Public Opinion Research, Lancaster, Pennsylvania, May.
- Schaeffer, Nora Cate. 1990. "Conversation with a Purpose--Or Conversation? Interaction in the Standardized Interview." Paper presented at the International Conference on Measurement Errors in Surveys, Tucson, Arizona, November.
- Schaeffer, Nora Cate. 1990. "Errors of Experience: Response Errors in Reports about Child Support." Paper presented at conference on Autobiographical Memory and the Validity of Retrospective Reports, University of Illinois at Urbana-Champaign, November.
- Schaeffer, Nora Cate, Judith A. Seltzer, and Marieka Klawitter. 1989. "Nonresponse and Response Bias in Reports of Child Support Payments: Preliminary Comparisons between Custodial and Noncustodial Parents." Paper presented at the annual meeting of the Population Association of America, Baltimore, Maryland, April.
- Schaeffer, Nora Cate, and Elizabeth Thomson. 1989. "The Discovery of Grounded Uncertainty: Developing Standardized Questions about Strength of Fertility Motivation." Paper presented at the annual meeting of the American Association for Public Opinion Research, St. Petersburg, Florida, May.
- Seltzer, Judith A., and Nora Cate Schaeffer. 1989. "Another Day, Another Dollar: Effects of Legal Custody on Paying Child Support and Visiting Children." Paper presented at the annual meeting of the American Sociological Association, San Francisco, California, August.

Schaeffer, Nora Cate. "Sex Bias in the Use of Vague Quantifiers." 1988. Paper presented at the annual meeting of the American Association for Public Opinion Research, Toronto, Canada, May.

Schaeffer Nora Cate and Norman M. Bradburn. 1987. "Respondent Behavior in Magnitude Estimation." Paper presented at the annual meeting of the American Association for Public Opinion Research, Hershey, Pennsylvania, May.

Schaeffer, Nora Cate. "Principles of Justice in Judgments about Child Support." 1987. Paper presented at the annual meeting of the American Sociological Association, Chicago, Illinois, August.

Schaeffer, Nora Cate. 1986. "Theoretical and Practical Considerations in Choosing Response Dimensions and Categories." Paper presented at the annual meeting of the American Association for Public Opinion Research, St. Petersburg, Florida, May.

Schaeffer, Nora Cate. 1986. "Sex Bias in the Measurement of Distress in a General Population Sample." Paper presented at the annual meeting of the American Sociological Association, New York, New York, August.

Schaeffer, Nora Cate, Thomas Corbett, and Irwin Garfinkel. 1986. "Respondent Judgments about Components of the Wisconsin Child Support Reform." Paper presented at the annual meeting of Association for Public Policy Analysis Management, Austin, Texas, October.

#### EXTRAMURAL INVITED PRESENTATIONS \_\_\_\_\_

Schaeffer, Nora Cate. 2022. "An Essential Question: Yes or No." Invited keynote Address. Midwest Association for Public Opinion Research. 19 November.

Schaeffer, Nora Cate. 2020. "Far from Ordinary Questions: Task Difficulty, Motivation, and Measurement Practice." Presidential Address. American Association for Public Opinion Research. Virtual Conference. 12 June.

Schaeffer, Nora Cate. 2017. "Interaction before and during the survey interview: Insights from conversation analysis." Keynote address. Groningen Symposium on Language and Social Interaction. Groningen, The Netherlands. 19-20 January.

Dykema, Jennifer, Nora Cate Schaeffer, and Dana Garbarski. 2016. "Question Characteristics." Webinar for American Association for Public Opinion Research. 21 January.

Schaeffer, Nora Cate. 2016. "Actions, Interactions, and Interviewer Training: Suggestions from an Interactional Model of the Recruitment Contact." Keynote address. International Workshop on Nonresponse. Oslo, Norway. September.

Schaeffer, Nora Cate. 2012. "Still Here: The Interviewer in Survey Research." Invited keynote address for International Field Directors and Technologies Conference, Orlando Florida, 21 May.

Schaeffer, Nora Cate and Jennifer Dykema. 2012. "Questions for Surveys: Current Trends and Future Directions." Invited presentation at DC-AAPOR's Conference on *Public Opinion Quarterly's* 75<sup>th</sup> Anniversary Issue, Washington, DC, 27 September.

Schaeffer, Nora Cate. 2012. "Conversational Practices and Interviewing Practices in Survey Interviews." Invited pedagogy hour speaker for Midwest Association for Public Opinion Research, Chicago, IL, 16 November.

Schaeffer, Nora Cate. 2012. "Survey Interviewing: Deviations from the Script." Invited presentation to National Science Foundation Workshop on the Future of Survey Research, Washington, DC, 3 October.

Schaeffer, Nora Cate. 2010. "Issues in Proxy Reporting in the Consumer Expenditure Survey," Bureau of Labor Statistics Consumer Expenditure Survey Methods Workshop, U.S. Bureau of the Census, 8-9 December, Suitland, MD.

Schaeffer, Nora Cate, and Jennifer Dykema. 2009. "Coding the Behavior of Interviewers and Respondents to Evaluate Survey Questions." Invited presentation at the Workshop on Question Evaluation Methods, National Center for Health Statistics and National Cancer Institute, 21-23 October, Hyattsville, MD.

Schaeffer, Nora Cate. 2006. "Conversational Practices with a Purpose: Interaction in the Standardized Interview." Annual Distinguished Lecture, Joint Program in Survey Methodology, University of Maryland, 7 April.



Schaeffer, Nora Cate. 2004. "The case for standardization." Invited speaker, 10<sup>th</sup> anniversary symposium for the Joint Program in Survey Methodology, University of Maryland, 23 April.

Schaeffer, Nora Cate. 2002. "Standardization: Past, Present – and Future?" Keynote speaker (at reception inaugurating fund in honor of Charles F. Cannell, Survey Research Center, Institute for Social Research, University of Michigan, 19 April.

Schaeffer, Nora Cate. 2002. Meet the Authors (for *Standardization and Tacit Knowledge*) at annual meetings of the American Association for Public Opinion Research, St. Pete Beach, FLA. 15-19 May.

Schaeffer, Nora Cate. 2002. Participant in session honoring Charles F. Cannell at annual meetings of the American Association for Public Opinion Research, St. Pete Beach, FLA. 15-19 May.

Schaeffer, Nora Cate. 2000. Invited discussant of "Improving Question Interpretation in the Consumer Expenditure Interview Survey" by Michael Schober, at Issues in Measuring Price Change and Consumption Conference, Bureau of Labor Statistics, 5-8 June Washington, DC.

Schaeffer, Nora Cate and Patricia Royston. 1997. Invited leader for working group on "Exploring the Interview Process." CASM II Seminar, sponsored by the National Center for Health Statistics, 8-13 June, Charlottesville, Virginia.

Schaeffer, Nora Cate. 1996. "Asking Questions about Sensitive Topics: A Selective Overview." Invited paper presented at conference entitled, The Science of Self-Report, sponsored by the Office of Behavioral and Social Sciences Research, National Institutes of Health, 7-8 November, Bethesda, Maryland.

Schaeffer, Nora Cate. 1995. Series of four seminars on nonresponse, question-answer sequences, and pretesting questionnaires presented at the Department of Social Research Methodology, Vrije Universiteit, Amsterdam, February 1995.

Schaeffer, Nora Cate. 1994. "Asking Questions about Behaviors and Events." Seminar presented at the London School of Economics, Social Psychology Seminar, sponsored by the Methodology Institute of the LSE, January 1994.

Schaeffer, Nora Cate, Douglas W. Maynard, and Robert Cradock. 1994. "Interactive Aspects of Cognitive Processing in Survey Interviews." Seminar presented at the London School of Economics, Social Psychology Seminar, sponsored by the Methodology Institute of the London School of Economics, January 1994.

Schaeffer, Nora Cate, and Elizabeth Thomson. 1993. "The Discovery of Grounded Uncertainty: Writing Standardized Questions about Strength of Fertility Motivation." Department of Sociology, University of Pennsylvania, March 1993.

Schaeffer, Nora Cate. 1991. "Conversation with a Purpose--Or Conversation? Interaction in the Standardized Interview." Center for Survey Methods Research, Bureau of the Census, September 1991.

Schaeffer, Nora Cate. 1991. "Conversation with a Purpose--Or Conversation? Interaction in the Standardized Interview." Survey Research Center, Institute for Social Research, University of Michigan, November 1991.

Schaeffer, Nora Cate, Judith A. Seltzer, and Marieka Klawitter. 1990. "Estimating Nonresponse and Response Bias: Resident and Nonresident Parents' Reports about Child Support." Center for Survey Methods Research, Bureau of the Census, July 1990.

Schaeffer, Nora Cate. 1989. "Uses of Magnitude Estimation in Surveys." Two lectures at the Summer Institute of the Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan, July 1989.

## RESEARCH SUPPORT

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### *External Support*

1982                      State of Illinois Department of Mental Health and Developmental Disability, \$3000.

- 1985-1989 "Contract for Research into and Design of a Reformed Child Support Enforcement Program." PI: Irwin Garfinkel (Principal Investigator). Agency: State of Wisconsin. Contract number: 144W857. Time: varied, 25 percent or 50 percent.
- 1988-1991 "Gender and Fertility Motivation." PI: Elizabeth Thomson. Agency: National Institute for Child Health and Human Development. Grant number: NICHD 1-RO-1-HD23898. Period: 1 February 1988 through 31 January 1992. Time: 50 percent and summer for grant period. Total direct costs: \$477,549.
- 1989-1992 "Demographic and Social Issues in Child Support." PI: Judith A. Seltzer. Agency: National Institute for Child Health and Human Development. Grant number: 1-RO1-HD-24571. Period: 1 May 1989 through 30 April 1992. Release time: 25% or 50% academic year for grant period. Total direct costs: \$309,962.
- 1991-1993 "Child Support and Family Dynamics." PI: Judith A. Seltzer and Nora Cate Schaeffer. Part of "Education, Families, and Welfare." PI: Robert M. Hauser. Agency: DHHS Office of the Assistant Secretary for Policy and Evaluation. Coding and analysis of court provisions for parental access to children after divorce. Grant number: 91ASPE236. Period: 1 July 1991 to 30 June 1993. Total release time: 2 summer months per year.
- 1990-1993 "Interviewer-Respondent Interaction in the Survey Interview." PI: Nora Cate Schaeffer and Douglas W. Maynard. Agency: U.S. Bureau of the Census. Grant number: JSA 47-01-0539-00. Period: 1 October 1990 through 31 May 1993 (work delayed until 1 July 1991). Total release time: 1.5 months (release time reallocated to Research Assistant). Total direct costs: \$68,614.
- 1991-1994 "Respondent-Interviewer Interaction in Standardized Interviewing: A Comparison of Face-to-Face and Computer Assisted Telephone Interviewing." PI: Douglas W. Maynard and Nora Cate Schaeffer. Agency: Ameritech Foundation, Fellowship Program, administered through the Graduate School. Period: 1 December 1992 through 1 September 1994. Total release time: 2.0 months. Total direct costs: \$46,768.
- 1992-1995 "Demographic and Social Issues in Child Support." Competing continuation PI: Judith A. Seltzer and Nora Cate Schaeffer. Agency: National Institute for Child Health and Human Development. Grant number: NICHD 2-RO1-HD-24571-04. Period: 1 September 1992 through 31 August 1996. Total release time: .25 for year 2, 2 months in each of years 3 and 4. Total direct costs: \$521,282.
- 1993-1995 "Archiving Data from the Wisconsin Child Support Assurance Demonstration Project." PI: Nora Cate Schaeffer. Agency: DHHS Office of the Assistant Secretary for Policy and Evaluation. Grant number: 91ASPE236A (144DM03). Period: 1 September 1993 through 31 August 1995. Total release time: 2 months each year. Total direct costs: Release time, 50% annual RA for two years, 10% Research Associate for two years, statistical consultant.
- 1993-1997 "Response Errors in Child Support and Paternity Questions." PI: Nora Cate Schaeffer and Judith A. Seltzer. Agency: National Institute for Child Health and Human Development. Grant number: 1 RO1 HD31042-01. Period: 1 September 1993 through 31 August 1996. Total release time budgeted: 50% and 2 months in year 1, 25% and 2 months in years 2 and 3. Total direct costs: \$527,028. Minority supplement obtained. \$35,000 in supplemental funding obtained April 1996.
- 1997-1999 "Embedding and Attitude Theory: An Empirical Test." National Science Foundation. Total direct costs: \$295,352. Period: 1 June 1997 through 31 May 1999. Co-Principal Investigators: Thomas Heberlein and Richard C. Bishop. Total release time budgeted: 1 summer month in each of two years.
- 1997-2001 "Wisconsin Works Child Support Waiver Demonstration Evaluation." PI: Daniel Meyer and Maria Cancian. Agency: Wisconsin Department of Workforce Development. Contract number: DWD Contract No. C-680. Period: 1 November 1997 through 31 October 2001. Total Period Budget \$5,198,629. Total Period Direct \$4,520,547. Year 01 Total Budget \$831,781. Year 01 Direct \$723,288. Support varied between 3.5 and 6.5 months of release time each year. One 50% Research Assistant each year.

- 2003-2004 “Wisconsin Works Child Support Waiver Demonstration Evaluation.” PI: Maria Cancian and Dan Meyer. Agency: Wisconsin Department of Workforce Development. Wave 3 of the Support included one 50% Research Assistant and one course for each of two years.
- 2004 “Interactional Dimensions of Cognition in Survey Interviews of Older Adults.” PI: Nora Cate Schaeffer, Co-PI: Douglas W. Maynard. NIA, October 2004. \$150,000.
- 2006-2011 “Recruiting Participants to the Survey Interview.” PI: Douglas W. Maynard. Co-Investigators: Jeremy Freese, and Nora Cate Schaeffer. National Science Foundation Award SES-0550705, for period 7/1/06-6/30/11 (including extensions) \$360,000 Total costs.
- 2006-2009 National Children’s Study, Maureen Durkin and Christine Cronk (MCW), Co- PIs. Cooperative agreement with NICHD. Up to 10% of time as project investigator.
- 2010-2012 Pilot Survey of Formal and Informal Support of Children in Complex Families. State of Wisconsin Department of Children & Families (144PRJ27HG) Contract with the Institute for Research on Poverty, Daniel Meyer PI for grant, Maria Cancian and Lonnie Berger, PIs for project. (1/1/11-12/31/12, \$181,027 Direct Costs). One month of summer salary for work on study of Complex Families.
- 2011 Research Triangle Institute’s 2012 Research Challenge prize provides data for a proposal to study the "Measurement of Self-Reported Health," submitted by Dana Garbarski (UW Sociology graduate student), Nora Cate Schaeffer (UWSC Faculty Director), and Jennifer Dykema (UWSC Survey Methodologist) was among the winning entries in RTI's 2012 Research Challenge. Proposed questions to be included as part of an in-person survey of Chicago residents in 2012. The project examines whether the validity of self-reported health is improved by varying question context and the ordering of the response options. The experiment contributes to research on survey methodology, health outcomes and disparities, and any field interested in capturing indicators of health in their surveys.
- 2012 Time-Sharing Experiments in the Social Sciences (TESS). Award for project about “Measurement of Self-Reported Health” (Dana Garbarski, Nora Cate Schaeffer, and Jennifer Dykema). TESS will provide data to study reporting of self-reported health in a self-administered (web) mode. The project examines whether the validity of self-reported health is improved by varying question context and the ordering of the response options. The experiment contributes to research on survey methodology, health outcomes and disparities, and any field interested in capturing indicators of health in their surveys.
- 2012-2014 “Interactional Influences on Survey Participation”. PI: Nora Cate Schaeffer. Co-investigators: Jennifer Dykema and Douglas W. Maynard. National Science Foundation, award SES-1230069. (\$260,596 total costs, \$175, 838 direct), 1 October 2012- 30 September 2014. Second NCE through 30 September 2016. Collaborating Scientist: Dana Garbarski.
- 2019- “Effects of Interviewers, Respondents, and Questions on Survey Measurement of Health Outcomes and Health Disparities.” PIs: Jennifer Dykema and Dana Garbarski. National Science Foundation, award SES-1853094. (\$329,999 total costs), 15 September 2019 – 31 August 2021. Role: Principal Investigator.
- 2021- “Overdue: Improving Measurement and Assessment of Debt in Low-Income Families and Communities.” PI: Lawrence Berger. GRANT12986777, DHHS, PHS, National Institutes of Health Berger. Role: Other Significant Contributor.

*Internal Support*

- 1985 "Scaling of Depression and of Stress Associated with Caring for Those with Long-Term Illnesses." \$1,250 awarded by the Graduate School for computing time.
- 1986 "Substantive and Practical Issues in Selecting Response Categories for Survey Questions." \$8,530 awarded by the Graduate School for summer salary, summer Project Assistant, computing time.
- 1987 "Studies in Survey Measurement." \$9,434 awarded by the Graduate School for summer salary, summer Project Assistant, computing time.

- 1989 "Demographic and Social Issues in Child Support: Studies in Measurement." \$17,698 awarded by the Graduate School for annual Project Assistant, other staff, and computing time. (Backup funds reallocated to "Design of a Reformed Child Support Enforcement Program.")
- 1990 "Interviewer-Respondent Interaction in the Survey Interview." \$13,008 in backup funds awarded by the Graduate School for annual Research Assistant appointment. (Some backup funds reallocated as cost-sharing for Census JSA.)
- 1992 "Demographic and Social Issues in Child Support: Studies in Measurement." Funds awarded by the Graduate School for annual Project Assistant, other staff, and computing time. Project 930511-135-305. \$23,613 awarded for annual RA, 1 month summer salary, and student hourly.
- 1995 "Two Studies in Survey Methodology." Funds awarded by the Graduate School for 9-month, Research Assistant. Project 135-3111. \$13,842 for academic year RA and computing time.
- 1996 "Response Errors in Child Support Questions." Funds awarded by the Graduate School for 9-month Research Assistant, received as backup funds for cuts in IRP funding.
- 1997 "Understanding Processes Related to Response Accuracy." Funds awarded by the Graduate School for 11-month 33% Research Assistant and \$600 computing time.
- 2002 "Methods for Studying Interaction: A Workshop." With Douglas W. Maynard. Approximately \$12,000 awarded by the Center for Demography of Health and Aging to support a workshop of scholars studying interaction.
- 2003 "Interactive Dimensions of Cognition in Interviews of Older Adults: A Pilot Study." With Douglas W. Maynard. Approximately 12 months of funding for a Project Assistant awarded by the Center for Demography of Health and Aging.
- 2004 "Interactional Dimensions of Cognition in Interviews of Older Adults." Backup funds awarded by the Graduate School for an 11-month Project Assistant.
- 2007 "Interaction and Cognition in Interviews of Older Adults." CDHA Pilot Grant Competition, \$30,000 for AY 07/08.
- 2011 Nonresponse and interaction in the Wisconsin Longitudinal Study. Insurance funds awarded by the Graduate School for AY12/13, 50% 9 month RA and student hourly (\$1,300). Permission to retain RA award due to reduction in budget when award was made. Awarded December 2011; used AY 2012.
- 2012 Nonresponse and interaction in the Wisconsin Longitudinal Study. Insurance funds awarded by the Graduate School for AY13/14, 50% 12 month PA.
- 2014 Standardization and Motivation to Provide DNA Samples: Rapport and Motivation in the Standardized Interview. Center for Demography of Health and Aging (CDHA) Pilot grant. Awarded for AY 2014/2015. Funding deferred and used beginning 1 June 2015 through 31 August 2016. A[[;oed tp related project about proxy reporting. Funding for 50% annual RA/PA (\$30,414).
- 2015 Uncovering the Relationship between Interviewer-Respondent Interaction and Compliance in the Collection of Anthropometric Measures and Physical Performance Assessments. Dykema, Jennifer, Dana Garbarski, Nora Cate Schaeffer, Kerryann DiLoreto, Kenneth D. Croes. Center for Demography of Health and Aging (CDHA) Pilot grant. Awarded for AY 2015/16.
- 2016 Enhancing participation in medical research in underrepresented populations: Assessing the impact of interviewers and interviewer respondent-interaction for the measurement of health outcomes and health. Dykema, Jennifer, Dana Garbarski, and Nora Cate Schaeffer. Backup funds awarded by the Graduate School for AY 2016/17.
- 2016 Wisconsin Study of Family Complexity and Public Policy, Lonnie Berger and Nora Cate Schaeffer, co-PIs, Maria Cancian, Marcia J. Carlson, and Daniel R. Meyer, co-Investigators. UW2020 Grant.

2017 Interaction in the survey recruitment call: Persuasion and graceful exits. Nora Cate Schaeffer. Bridge funds awarded by the Graduate School for AY 2017/18. 50 percent annual RA.

*External Data Resources*

- 2011 Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema, "Measurement of Self-Reported Health." Winning proposal in Research Triangle Institute's 2012 Research Challenge. Data to be provided by GfK's Knowledge Panel. The project examines whether the validity of self-reported health is improved by varying question context and the ordering of the response options. The experiment contributes to research on survey methodology, health outcomes and disparities, and any field interested in capturing indicators of health in their surveys.
- 2011 Schaeffer, Nora Cate and Jennifer Dykema, "Agree-Disagree versus Construct Specific Items for Measuring Political Efficacy." General Social Survey (GSS) Open Module Competition. Split-ballot experiment accepted fall 2011 for implementation in three waves of GSS Panel beginning in 2012.
- 2012 Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema, "Measurement of Self-Reported Health." Open competition for module in Time-Sharing Experiments in the Social Sciences (TESS). TESS will provide data to study reporting of self-reported health in a self-administered (web) mode. The project examines whether the validity of self-reported health is improved by varying question context and the ordering of the response options. The experiment contributes to research on survey methodology, health outcomes and disparities, and any field interested in capturing indicators of health in their surveys.
- 2014 Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema. "Examining the Validity of Interviewers' Ratings of Respondents' Health." This proposal was accepted in an open competition for the Innovation Panel Competition, 2014, for Wave 8 of that face-to-face survey. This project examines the validity of interviewers' ratings of respondents' general health status with an experiment that varies when in a face-to-face interview the interviewer is asked to rate the respondent's health: at the beginning of the interview before any substantive questions are asked or at the end of interview. For telephone interviews (if administered), the interviewer's rating of the respondent's health will occur at the end of the interview to allow for a comparison to this circumstance in which interviewers are not able to observe physical cues.
- 2015 Garbarski, Dana, Nora Cate Schaeffer, and Jennifer Dykema, "Interviewers' Ratings of Respondents' Health" (General Social Survey). The GSS accepted this proposal for an experiment involving interviewers' ratings of respondents' health for the 2016 GSS. The interviewer is asked the following question during the GSS interview, either 1) before the first substantive interview question is asked ("before" condition) or 2) at the end of the interview ("after" condition): "Would you say the respondent's health, in general, is excellent, good, fair, or poor?" This is the version of the SRH item included in the GSS. The random assignment of when the interviewer is asked to rate the respondent's health will occur at the respondent level.

**SURVEY PROJECTS AND DATA COLLECTION** \_\_\_\_\_

- 1973-1974 Continuous National Survey. National Opinion Research Center. Assistant Field Supervisor for survey on current public policy issues using a different national probability sample of approximately 1,000 in each of twelve months.
- 1974 Housing Allowance Demand Experiment. National Opinion Research Center. Programmer/Analyst for study sponsored by the Department of Housing and Urban Development.
- 1979-1981 Solar Housing Evaluation. National Opinion Research Center. Project Coordinator for study of persons and institutions involved with solar housing sponsored by the Department of Housing and Urban Development.

- 1980-1982 National Study of Internal Medicine Manpower. National Opinion Research Center. Project Coordinator for longitudinal survey of approximately 800 physicians which required that they keep a log on primary care visits. Design included a validation study using a sample of patients.
- 1981-1983 High School and Beyond (Base Year and First Follow-up). National Opinion Research Center. Central Office Supervisor for national longitudinal survey of over 58,000 high school seniors and sophomores sponsored by the National Center for Education Statistics.
- 1983 Study of Productivity in Firms. National Opinion Research Center. Assistant Study Director for pilot study to develop the methodology and instruments for a survey of how three types of firms measure worker productivity and compensate workers.
- 1985 Wisconsin Survey of Children, Incomes, and Program Participation. Institute for Research on Poverty. Co-investigator for survey using random-digit-dialing sample to select 1500 Wisconsin residents for interviews about issues related to child support.
- 1987 Wisconsin Parent Survey 1. Institute for Research on Poverty. Co-investigator for telephone survey of parents in a list sample of 2300 Wisconsin paternity and divorce cases; interviews asked about contacts and transfers between parents and children.
- 1989 Wisconsin Parent Survey 2. Institute for Research on Poverty. Co-investigator for telephone survey of parents in a list sample of 3000 Wisconsin paternity and divorce cases; interviews used redesigned versions of instruments from Parent Survey 1.
- 1989 Gender and Fertility Motivation. Center for Demography and Ecology. Co-Principal Investigator for project developing CATI interviews for use with a random-digit-dialing sample of 500 couples in Wisconsin; interviews examined strength of feelings about having and not having children.
- 1992 Child Support Supplement to the Current Population Survey. Center for Survey Methods Research, U.S. Bureau of the Census. Senior survey methodologist on working group revising the Child Support Supplement. Project included focus groups with interviewers and past respondents, a split ballot experiment in the Monthly Labor Survey CATI/CATI Overlap sample, behavior coding, and analysis.
- 1993-1997 Wisconsin Parent Survey 3. Center for Demography and Ecology. Principal investigator for telephone survey of parents in a list sample of 500 Wisconsin paternity and divorce cases; interviews will take place in spring 1997 and will use redesigned versions of instruments from the Current Population Survey Child Support Supplement.
- 1998-2004 Survey of Wisconsin Works Families. Institute for Research on Poverty. Researcher providing advice on survey instrumentation and design for longitudinal CATI (with CAPI follow-up) survey of mothers and fathers associated with 2000 Wisconsin Works (W2) cases. Survey designed as part of an experiment to evaluate the impact of two methods for transferring child support from the father to the mother when the mother is on W2. Wave 3 was fielded in 2003-2004.
- 2006-2010 National Children's Study. Waisman Center and Medical College of Wisconsin. Project investigator serving on Core Management Team to provide advice on survey methods and instrument design.
- 2011-2012 Pilot Survey of Formal and Informal Support of Children in Complex Families. State of Wisconsin Department of Children & Families (144PRJ27HG) Contract with the Institute for Research on Poverty, Daniel Meyer PI for grant, Maria Cancian and Lonnie Berger, PIs for project. Experimental use of tablet display and new interviewing techniques.
- 2016-2018 Wisconsin Study of Family Complexity and Public Policy, Lonnie Berger and Nora Cate Schaeffer, co-PIs, Maria Cancian, Marcia J. Carlson, and Daniel R. Meyer, co-Investigators. UW2020 Grant.

## PROFESSIONAL ACTIVITIES

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### *Editorial Boards*

1991-present	<i>Sociological Methods and Research</i> (indefinite term)
1992-1996	<i>Sociological Methodology</i> (for 1993 to 1996 issues)
1992-1997	<i>Public Opinion Quarterly</i> (four-year term)
2006-2009	<i>Sociological Methodology</i>
2008-present	<i>Public Opinion Quarterly</i> (indefinite term)
2012-2014	<i>Journal of Survey Statistics and Methodology</i>

### *Ad hoc Reviews, 1981 to present*

*American Journal of Sociology, American Sociological Review, Behavioral Science, Institute for Research on Poverty Small Grants Program, Journal of the American Statistical Association, Journal of Human Resources, Journal of Official Statistics* (Statistics Sweden), National Science Foundation, *Public Opinion Quarterly, Social Forces, Sociological Methodology, Sociological Methods and Research, Sociological Quarterly, Survey Methodology* (Statistics Canada), manuscript reviewer for St. Martin's Press, Oxford University Press

### *Other Professional Activities*

1986	Reader (judge) for the student paper competition of the American Association for Public Opinion Research.
1987	Invited member of panel reviewing the Consumer Expenditure Survey and Current Population Survey for the Bureau of Labor Statistics Questionnaire Design Advisory Conference for the Consumer Expenditure Survey and Current Population Survey, January 1987. Volume with panelists' contributions published by the Bureau of Labor Statistics, August 1987.
1987	Invited participant in Seminar on the Role of the Interviewer in Survey Measurement, Social Science Research Council Committee on Cognition and Survey Research, June 1987.
1988-1989	Consultant on questionnaire design, data collection, and analysis for the American College of Radiology, Relative Value Scale project.
1988	Member of the 1989 Program Committee for the American Association for Public Opinion Research.
1990	Member of the 1991 Program Committee for the American Association for Public Opinion Research.
1990	Consultant on questionnaire design for "Project to Develop a Resource-Based Relative Value Scale for Cardiothoracic and Vascular Surgery," Abt Associates, Cambridge, Mass.
1990	Session Chair, "New Developments in Mail Surveys." Annual meeting of the American Association for Public Opinion Research, Lancaster, Pennsylvania.
1990	Invited participant in Seminar on the Role of the Interviewer in Survey Measurement, Social Science Research Council, April 1990.
1990-2009	Instructor for courses or workshops in writing or testing survey questions at the Summer Institute of the Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan. (Except for 1993, 1996-1998)
1991	Organizer and Chair, Roundtable on "Interactional Troubles in Personal Interviews," Annual meetings of the American Association for Public Opinion Research, Phoenix, Arizona.
1991	Invited participant in "Workshop on a Center for Survey Methods," Committee on National Statistics of the National Research Council, September 1991.
1992-1994	Elected by membership to two-year term on the Council of the American Association for Public Opinion Research, serving as Associate Chair and then Chair for Publications and Information, May 1992 through May 1994.
1992-1994	Member of Panel to Evaluate Alternative Census Methods of the Committee on National Statistics of the National Research Council, July 1992 through May 1994.
1992	Consultant to Generalist Provider Policy Studies project, funded by the Robert Wood Johnson Foundation. PI: David Kindig, M.D.
1992-1996	Member of Advisory Committee for the Social, Behavioral, and Economic Sciences Directorate of the National Science Foundation (4-year term, beginning September)
1993	Member of Advisory Committee for Workers' Representation Survey.
1993	Review of <i>Issues Concerning Evidence</i> for Federal Judicial Center.
1994	Member of expert review panel for the Food Security Module Supplement proposed for the April Current Population Survey, Center for Survey Methods Research, Bureau of the Census.

- 1994-1996 Member of the American Statistical Association Survey Research Methods Group on the Technical Aspects of the Survey of Income and Program Participation.
- 1994 Conducted workshop on "Questionnaire Design" at the annual meetings of the American Statistical Association, sponsored by the Survey Methods Research Section of the ASA.
- 1994 Technical reviewer (selected by Food and Nutrition Service) for contract with Mathematica Policy Research.
- 1994 Advised Center for Survey Methods Research, Bureau of the Census on research for the instrument to be used in Integrated Coverage Measurement in the 2000 Census.
- 1995 Reader (judge) for the student paper competition of the American Association for Public Opinion Research.
- 1995 Expert reviewer for proposed instrument for Survey of Program Dynamics, Center for Survey Methods Research, Bureau of the Census.
- 1995 Guest advisor to Panel to Evaluate Census Methods, National Research Council.
- 1994-present Taught two-day short course in Questionnaire Design for the University of Michigan-University of Maryland Joint Program in Survey Methodology, usually annually.
- 1995 Taught two-day short course in Questionnaire Design at U.S. Department of Agriculture, Statistics Sweden, Internal Revenue Service.
- 1995 Expert reviewer for proposed instrument to study understanding of environmental issues (Jon Krosnick, Ohio State University, PI).
- 1995 Reviewer (with Norman Bradburn, Martin David, Emerson J. Elliott, Herman Habermann, Colm O'Muircheartaigh, Joel Popkin, Harry Scarr) of the University of Maryland-University of Michigan Joint Program in Survey Methodology (report October 1995).
- 1996 Member of Committee of Visitors to review National Science Foundation program in Linguistics.
- 1996 and later Member of external editorial advisory committee for Sage Publications SRM Database of Social Research Methodology.
- 1997 Taught two-day short course in Questionnaire Design for the California Birth Defects Monitoring Program.
- 1997-1998 Member of External Advisory Committee of the Gallup Research Center, Lincoln, Nebraska.
- 1997 Invited workgroup coordinator for the Advanced Seminar in Cognitive Aspects of Survey Methodology II, June 1997
- 1998 Leader of technical review of the National Survey of Family Growth Cycle 6 Instrument (with Jennifer Dykema, Elizabeth Thomson, Lawrence Wu, for William Mosher).
- 1998-1999 Advisor providing advice on the questionnaire design process and technical aspects of the instruments for the Los Angeles Survey (Anne Pebley, Rand).
- 1999-2004 Member of Technical Review Committee for the Bureau of Labor Statistics' National Longitudinal Surveys (John Abowd, Chair).
- 1999 Questionnaire review for survey of Pastured Poultry Farmers (Kathryn Pereria).
- 1999-2003 Member of Methodology Workgroup for 1997 National Longitudinal Survey of Youth (James Walker, Principle Investigator).
- 1999-2001 External reviewer for instrument about use of beaches for National Oceanic and Atmospheric Administration (Norman Meade).
- 2000 Taught two-day short course in Questionnaire Design for Mathematica Policy Research, Princeton, NJ.
- 2000 Expert reviewer for changes proposed for the National Immunization Survey (Vicki Huggins, Abt).
- 2000 Expert reviewer for Teacher Follow-Up Survey Questionnaire for Current Teachers and Former Teachers (with Jennifer Dykema) (NCES) (Daniel McGrath, Education Statistics Services Institute).
- 2001 Member of ad hoc external review panel for instrument about the value of features of weather forecasts designed for National Oceanic and Atmospheric Administration in collaboration with Stratus Consulting (Jeffrey Lazo).
- 2001 Reader (reviewer) for application for the Risk, Prevention, & Health Behavior Integrated Review Group of National Institutes of Health. (Michael Micklin).
- 2001-2007 Member of the Committee on National Statistics (CNStat) of the National Research Council, National Academy of Sciences
- 2002 Organized (with Douglas Maynard) workshop, "Methods for Studying Interaction: A Workshop" with support from the Center for Demography of Health and Aging, 11-14 April.
- 2002 Shortcourse, *Introduction to Questionnaire Design*, at annual meetings of the American Association for Public Opinion Research, St. Pete Beach, FLA. 15-19 May.
- 2003-2005 Member of the Panel to Review Research and Development Statistics at the National Science Foundation, Committee on National Statistics (CNStat), National Research Council.
- 2004 Shortcourse, *Introduction to Questionnaire Design*, at annual meetings of the American Association for Public Opinion Research, Phoenix, AZ, 12-16 May.



2004	Reviewer (with Norman Bradburn and Colm O’Muircheartaigh) of the University of Maryland-University of Michigan Joint Program in Survey Methodology. November (report January 2005).
2004-2006	Member of Book Award Committee of the American Association for Public Opinion Research.
2005	Shortcourse, Introduction to Questionnaire Design, at 20 <sup>th</sup> anniversary symposium of the <i>Journal of Official Statistics</i> , Statistics Sweden.
2005	Expert reviewer for draft of tobacco supplement, CDC, Peter Mariolis.
2005	Invited shortcourse at 20 <sup>th</sup> anniversary celebration for <i>Journal of Official Statistics</i> , Statistics Sweden. Stockholm, 24-26 August.
2006-present	Member of Cannell Fellowship Committee, reviewing applications for the Cannell Fellowship funds.
2006	Invited shortcourse, Introduction to Writing Questions for Standardized Survey Interviews, at 2 <sup>nd</sup> International Conference on Telephone Survey Methodology (TSMII), 11-15 January, Miami, FL.
2006, 2009, 2014	Taught, “Introduction to Survey Methodology,” University of Michigan-Peking University Joint Institute, June 2006, July 2009, July 2014.
2006	Expert review for Government Accounting Office surveys, James M. Fields.
2006-2012	Appointed as member of advisory committee for <i>Public Opinion Quarterly</i> .
2007-2009	Appointed as member of advisory committee for AAPOR electronic journal, <i>Survey Practice</i> .
2007-2009	Elected to serve as Council of Sections Representative, American Statistical Association.
2007-2009	Appointed as member of Census Advisory Committee of Professional Associations
2007	Invited to teach shortcourse, Introduction to Writing Questions for Standardized Survey Interviews, AAPOR, May.
2007-2009	Appointed as panel member of National Research Council Panel on the Design of the 2010 Census Program of Evaluations and Experiments (CPEX)
2009	Invited shortcourse, Introduction to Writing Questions for Standardized Survey Interviews, AAPOR, May
2009-2012	Appointed to Board of Overseers, General Social Survey (begins fall 2009, three-year term)
2010-2012	Appointed panel member of the National Research Council Panel on the Future of Social Science Data Collection
2011-2013	Appointed panel member of the National Research Council Panel on Measuring Rape and Sexual Assault in Bureau of Justice Statistics Household Surveys
2013	Reviewer (with Chris Skinner and Sarah Nusser) of the University of Maryland-University of Michigan Joint Program in Survey Methodology. November (report April 2013).
2011-2014	Appointed member of the editorial board of the <i>Journal of Survey Statistics and Methodology</i> .
2013-2018	Appointed member of the Board of Overseers of Panel Study of Income Dynamics, 3-year term beginning March 2013.
2015	Appointed member of the National Agricultural Statistical Service’s Expert Panel on Women and Beginning Farmers
2014-2015	Appointed member of the Association of American Universities Survey Design Work Group for Sexual Assault Climate Survey.
2014-2016	Appointed member of the National Academies’ Standing Committee on Integrating New Behavioral Health Measures into the Substance Abuse and Mental Health Services Administration’s (SAMHSA’s) Data Collection Programs.
2015-2016	Appointed as member of the Bureau of Labor Statistics Technical Advisory Committee (BLSTAC). Term begins 20 April 2015 and ends 19 April 2018, resigned because of conflict with meeting times.
2016-2017	Appointed member of the National Academies’ Panel for National Science Foundation’s data program on Science and Engineering workforce surveys.
2016	Oversaw student paper competition for Midwest Association for Public Opinion Research.
2017	Committee member for Leo Goodman award of the American Sociological Association
2017	Committee member for student paper competition for Midwest Association for Public Opinion Research.
2017-2018	Appointed as member of the Standard Definitions Committee of the American Association for Public Opinion Research (resigned because of election as President)
2018-2019	Appointed as member of the National Academies’ Panel on Improving USDA’s Consumer Data for Food and Nutrition Policy Research
2018-2021	Elected to Executive Council of the American Association for Public Opinion Research for three year term (vice-President, President, Past President)